

62
Dewkist®

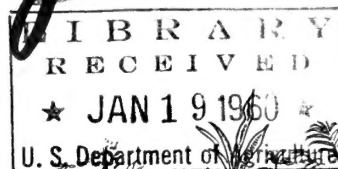
PLANTS

FROM

John's

APOPKA

FLORIDA



JANUARY 1960 WHOLESALE PRICE LIST

© 1959 by John Masek

Printed in U. S. A.

The widest selection of plants offered anywhere

Over 40 varieties that have
the fresh vitality and luxurious growth
that you'll be proud of.

"Dewkist" is more than a name
It's John's guaranteed and uniform
quality backed by 26 years of leader-
ship in the Indoor Foliage Plant Industry.

Select your own plants or rely on one of our proven ASSORTMENTS.

(Each Assortment contains the
most popular plants sold nationally).

These 4 ASSORTMENTS contain 2½", 3", 4" pots

Asst. #21	(53 plants)	for \$21
Asst. #31	(93 plants)	for \$31
Asst. #41	(135 plants)	for \$41
Asst. #11	(160 plants)	for \$55

Here's a "Special Plant" Assortment --

Asst. #400 - 70 very showy plants for \$41

(20 large leaf plants in 4" plastic pots)
(50 "Tubs of Beauty" in 4" plastic tubs)

FREE SALES AIDS

Point-of-purchase material sent upon request.

Don't delay -- R.R. Express goes every day and good arrival is guaranteed.

USE the Postage Free ORDER FORMS or follow instructions on them.



IVY

GRAPE

(Rhombifolia)

Fast growing climber.
Heavily veined hairy lvs.
Likes shade.

P613 3" 30¢



HÄHN'S

Assorted small leaf varieties. Self branching, climbing or trailing.

P507 2½" 20¢
P513 3" 30¢
P467 4" tub 55¢



NEPHTHÝTIS

This rapid growing plant becomes an interesting climbing or trailing vine.

VARIEGATED

Colorful crinkled leaves

P200 2½" 20¢
P203 3" 30¢
P420 4" tub 55¢



PEPERÓMIA

Erect compact growth
Many waxy leaves.

OBTUSIFOLIA
Dark green

P510 2½" 20¢
P511 3" 30¢
P514 4" tub 55¢



VARIEGATED

More white than green

P518 2½" 20¢



PÓTHOS

You'll love this vigorous colorful plant. It wants to climb or run and does both rapidly.

AUREUS

Golden variegation

P530 2½" 20¢
P531 3" 30¢
P453 4" tub 55¢



MARBLE QUEEN

Snowy white variegation

P302 2½" 20¢
P303 3" 30¢
P304 4" tub 55¢



PHILODÉNDRON CORDÁTUM

Best known of all indoor plants because it can be used in any location

P52 2" 11¢
P520 2½" 20¢
P521 3" 30¢
P452 4" tub 55¢
W.W. 522 {10 to a bundle \$7. per 100 \$55. per 1000



DRACAÉNA

Colorful shrubs for indoor growing.

WARNECKII

Exotic palm like growth to 15' tall. Very hardy.

P32 4" tub 55¢



SANDERIANA

Lots of white — Pretty from all sides

P34 2½" 20¢
P340 3" 30¢
P344 4" tub 55¢



GODSEFFIANA

Shiny dark green leaves with white dots

P33 2½" 20¢
P330 3" 30¢
P433 4" tub 55¢



CHINESE EVERGREEN

Erect cane plant. Likes shade — in water or soil. In use for centuries.

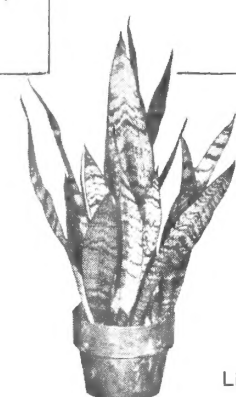
A. SIMPLEX

P64 2½" 20¢
P640 3" 30¢
W.W. 84 1 plant 25¢



VARIEGATED

P643 3" 30¢



S. ZEYLANICA

Silvery green variety

P551 2½" 20¢
P55 3" 30¢
P554 4" tub 55¢
W.W. 5 3-4 leaves 9¢
4 BULK \$35. per 500



SANSEVIÉRIAS

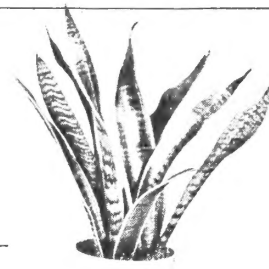
Very hardy hemp plants — Stiff, shiny erect leaves.

Likes sun or shade, require little care.

S. HÄHNII

Patented Rosette

P401 2½" 20¢
P403 3" 30¢
P404 4" tub 55¢



S. LAURENTII

Gold-Banded variety

P831 2½" 20¢
P81 3" 30¢
P834 4" tub 55¢
W.W. 8 2 lvs. 12¢
W.W. 82 3-5 lvs 16¢
W.W. 83 Rosette 15¢



PODOCÁRPUS

Japanese Shrubs. Branches when cut Likes light.

NAGI

Light green, hard, shiny, curved leaves

P323 3" 30¢



MAKI

Dark green lvs. in star-like growth

P313 3" 30¢



DIEFFENBÁCHIA

Showy, large lv'd cane plants. Fast erect growth.

PÍCTA

The green lv. variety

P350 3" 50¢
P351 4" 80¢



ROEHRSEI

The white lv. variety

P360 3" 50¢
P364 4" 80¢



3 PLANT

P89 3" 30¢



4 PLANT

P489 4" tub 55¢

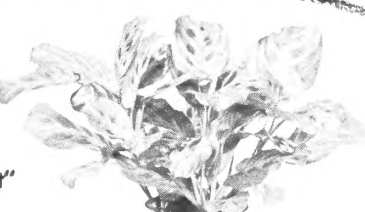
PLANT COMBINATIONS

Varieties of top quality plants growing together in the same pot.

ALL PLANTS IN PLASTIC POTS

MARÁNTA KERCHOVÉANA

"The Prayer Plant"



The leaves on this colorful plant fold up at night. Leaves are light green with dark green spots. Fast growing.

P113 3" 30¢
P413 4" tub 55¢



SEERSUCKER PLANT

(Geogenanthus)

Low spreading growth. Bronze and Green corrugated leaves.

P38 2½" 30¢



HOYÁ

(Vining "Wax Plant")

Waxy green and white leaves. Produces small white and pink flowers.

P76 2½" 30¢



ALUMINUM PLANT

(Pilea Cadieriei)

Light green quilted leaves with silver on raised part. Very hardy — Fast growing.

P193 3" 30¢
P194 4" tub 55¢



ARÁLIA

BALFOURIANA

Leathery green Circular leaves fringed in white

P720 3" 30¢



BOSTON COMPACTA FERN

"Old Time favorite" — erect, compact growth

P213 3" 30¢
P214 4" tub 55¢



PHILODENDRON PANDURIFORME

Climber from Brazil Interesting leathery texture (dull olive green)

P44 3" 60¢
P445 4" 80¢



NEÁNTHE BELLA PALM

A real miniature palm tree. Very hardy — likes shade.

P59 2" 11¢
P590 2½" 20¢
P593 3" 30¢
P594 4" tub 55¢



SCHEFFLÉRA

(Umbrella Tree)

Fast growing, glossy leaved, indoor or patio show plant. Gets big in tubs.

P86 3" 30¢



CRÁSSULA

(Aborescens)

"The Jade Plant"

Small, bushy, well shaped succulent.

P732 2½" 20¢



REGINAE

(Dichorisandra)

Erect growing — colorful purple and green leaves

P801 3" 30¢

See the

Special Offers

CIRCULAR
and ORDER FORM!

Please mail all order forms together so we can ship
all of your plants together.



THEN IT'S TRUE?

Large Leaf Philodendrons

ASSORTMENT

No. 101

25 plants for \$15.
(each in a 3" plastic pot.)

- 5 *Pertusum*
- 5 *Hastatum*
- 5 *Johnsii*
- 5 *Dubium*
- 5 *Floridii*



PHILODÉNDRON FLORIDI

Distinctly different — This lowly-spreading beauty has unusual leaves and fuzzy stems.

3" container, 4-6 leaves
10-14" tall

P39 3" 60¢



PHILODÉNDRON HASTATUM

The glossiest, greenest leaf of all. Moderate growth, wants to vine up.

4" container, 3-5 leaves
10-18" tall

3" size slightly smaller

P27 3" 60¢

P47 4" 80¢



PHILODÉNDRON DUBIUM

The "wild-acting" member. Rapid, dubious growth with decided climbing qualities.

4" container, 3-5 leaves
10-18" tall

3" size slightly smaller

P28 3" 60¢

P48 4" 80¢



PHILODÉNDRON "JOHNSII"

Selloum

The new large "Erect Growing" Philodendron that keeps its symmetrical shape. New leaves grow from the center. Splendid display.

4" container, 5-7 leaves
12-20" tall

3" size slightly smaller

P45 3" 60¢
P451 4" 80¢



PHILODÉNDRON PERTUSUM

The "cut-leaf" Philodendron. Eager, vining, growth best displayed on "totem pole."

4" container, 3-5 leaves
16-24" tall

3" size slightly smaller

P37 3" 60¢
P46 4" 80¢
P467 4" sq. pot 80¢

ASSORTMENT

No. 103

6 Totem Pole Plants for \$30.

(Each is a 24" specimen growing up a bark slab in a 7" clay pot.)

Retail for
\$12.50 each.



P. FLORIDI



P. HASTATUM



P. PERTUSUM

We reserve the right to make a few changes in the assortment due to crop conditions.
Plants of equal or better value will be substituted.